

3DSoC Wins Sony Ericsson Developer Award

The company was awarded for its 'Create-a-Card' application.

Tuesday, May 19, 2009: [3DSoC](#), an interactive 3D modelling company based out of Bengaluru, has been awarded with the *Sony-Ericsson Certified Developer*. 3DSoC's entry, the 'Create-a-Card' application, has been selected in the 'Best Applications' category in the Sony Ericsson Developer World contest held recently in India.

Jens Greve, global head, Sony Ericsson Developer World, conferred the award during the Great Indian Developer Summit conference held at the Indian Institute of Science in Bengaluru.

3DSoC's patented light-weight format for representing 3D enables visually attractive, feature rich, lightweight, interactive 3D mobile multi-media applications.

The Create-a-Card application uses 3D models and scenes to enable a high-utility consumer application on mobile phones. The Create-a-Card application enables a user to send visually attractive, personalised greetings to their friends and family using MMS in an off-line mode. Users can create and personalise any number of greeting cards on their mobile, at their convenience – with the recipient's name and the greetings messages embedded in the card – capture it as an image, and send the image to recipients using MMS. The user can manipulate the orientation and position of the 3D scene to create many cards, on the fly!

Ram Rajagopalan from 3D Solid Compression said, "This 3D mobile application empowers a user with the ability to communicate and express their wishes in a rich, visual format on occasions and offers a powerful alternative to plain text messaging. Mobile users can visit our WAPsite - m.3dsoc.com - and experience a different flavour of this offering on different occasions throughout the year, as we continuously update our WAPsite with new content."

He also added, "Developer tools based on the VIS (Virtual Interactive Solid) technology will be available globally for Content Developers through Sony-Ericsson Developer World soon. Content Developers can use these tools to build powerful and light-weight Rich Immersive Applications (RIA) for the mobile market."

Added Jens Greve, global head, Sony Ericsson Developer World, "The 'Create-a-Card' application showcases this technology while enabling a high-utility consumer application on the mobile. 3DSoC is now undergoing the Sony-Ericsson Mentorship programme. We are looking forward to working with 3DSoC to bring this technology on the mobile phones."

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